

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 MMO-04 USIA-15 /040 W

-----181123 092566 /21

R 180827Z FEB 77

FM AMEMBASSY OSLO

TO SECSTATE WASHDC 3260

INFO AMEMBASSY STOCKHOLM

AMEMBASSY HELSINKI

AMEMBASSY COPENHAGEN

AMEMBASSY LONDON

UNCLAS SECTION 1 OF 3 OSLO 0827

E.O. 11652: N/A

TAGS: BEXP AFSP NO

SUBJECT: DRAFT COUNTRY COMMERCIAL PROGRAM FY '78

REF: (A) 76 STATE A-5960; (B) STATE 754

1. DRAFT FY 78 CCP FOLLOWS PER REF (A). EMBASSY HAS REDUCED CAMPAIGNS TO FOUR AS AGREED IN REF (B), BUT IS CONCERNED THAT INCREASE IN U.S. BUSINESS INTEREST IN NORWAY AND IN RESULTING WORK LOAD, AS WELL AS DELEGATION TO E/C SECTION OF SOME OF WORK PREVIOUSLY PERFORMED BY MILITARY ASSISTANCE ADVISORY GROUP SUCCESSOR, MAY FURTHER REDUCE CAPACITY. THIS PROSPECT SHOULD BE CLEAREER WHEN COUNTRY MARKETING MANAGER VISITS IN MAY, AT WHICH TIME WE WOULD EXPECT TO MAKE ANY NECESSARY ADJUSTMENTS:

2. WE LOOK FORWARD TO NEWS OF USDOC-ORGAINIZED TECHNICAL SEMINARS, CATALOG SHOWS, TRADE MISSIONS, ETC, WHICH MIGHT SUPPLEMENT ACTIVITIES LISTED HERE.

3. SECTION II - PERSONNEL RESOURCE LIST

U.S. EMBASSY OSLO

1.0 ECONOMIC/COMMERCIAL PERSONNEL

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-FSO-3 E/C OFFICER -----, COUNSELOR FOR ECONOMIC AND COMMERCIAL AFFAIRS

-FSO-3 E/C OFFICER - DAVID C. HOLTON, COMMERCIAL ATTACHE

-FSO-6 E/C OFFICER - KENNETH BOLB, ECONOMIC/COMMERCIAL OFFICER

-FSS-7 SECRETARY - CAROLYN T. CALLAHAN

-FSL-1 ECONOMIC SPECIALIST - TORE TYTTEN

-FSL-1 COMMERCIAL SPECIALIST - OLAV P. CAMPBELL (RETIRING
2/78)

-FSL-3 COMMERCIAL SPECIALIST - B. ROGER OLSEN

-FSL-5 SECRETARY -----,

-FSL-6 COMMERCIAL LIBRARIAN - PATSY M. STORGAARD

2.0

-FSIO-2 PUBLIC AFFAIRS OFFICER - FLEMMING E. NYROP

-FSL-1 AGRICULTURAL SPECIALIST - BJORN K. LEBORG

4. CAMPAIGN NUMBER 1. PRIORITY 1.

CAMPAIGN TITLE: POLLUTION CONTROL EQUIPMENT

CAMPAIGN MANAGER: OLSEN

OBJECTIVE AND REATIONALE:

INDUSTRY INVESTMENT IN EXTERNAL POLLUTION CONTROL MEASURES IS EXPECTED TO CONTINUE AT A RATE ABOVE \$100 MILLION ANNUALLY THROUGH 1984. FURTHER INVESTMENT WILL BE REQUIRED TO MEET NEW STANDARDS ON INTERNAL POLLUTION. GOVERNMENT AND INDUSTRY ARE EMBARKED ON A \$20 MILLION PROGRAM FOR OIL SPILL PROTECTION. EXPENDITURES ON MUNICIPAL SEWAGE SYSTEMS IS ESTIMATED AT \$100 MILLION ANNUALLY. THROUGH ITS PROMOTION OF THE LONDON TRADE CENTER POLLUTION CONTROL SHOW AND THE INTERNATIONAL POLLUTION ENGINEERING EXPOSITION, PLUS A BRAOD TRADE OPPORTUNITY SOLICITATION PROGRAM, THIS CAMPAIGN SHOULD GO BEYOND THE EMBASSY'S PREVIOUS AGEONY CONTACTS TO REACH END-USERS AS WELL TO ENSURE THAT THEY CONSIDER AMERICAN EQUIPMENT AND PROCESSES IN THEIR PLANNING.

CAMPAIGN ACTIONS:

A. REFINE MAILING LISTS FOR THIS CAMPAIGN. CUMULATIVE MILE-
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STONES, BY QUARTER: X, O, O, O.

B. PROMOTE ATTENDANCE TO LONDON TRADE CENTER SHOW. O, X, O, O.

C. DEVELOP TRADE AND LICENSING OPPORTUNITIES. 20, 40, 50, 50.

D. PROMOTE ATTENDANCE AT INTERNATIONAL POLLUTION ENGINEERING EXPOSITION, FALL 1978. O, O, X, X.

E. PROCURE AND PLACE ARTICLES ON U.S. POLLUTION CONTROL EQUIPMENT IN NORWEGIAN TECHNICAL PUBLICATIONS. X, O, X, O.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 MMO-04 USIA-15 /040 W

-----181124 092654 /21

R 180827Z FEB 77

FM AMEMBASSY OSLO

TO SECSTATE WASHDC 3261

INFO AMEMBASSY STOCKHOLM

AMEMBASSY HELSINKI

AMEMBASSY COPENHAGEN

AMEMBASSY LONDON

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5. CAMPAIGN NUMBER 2. PRIORITY 2.

CAMPAIGN TITLE: METALWORKING AND FINISHING EQUIPEMTN

CAMPAIGN MANAGER: KOLB

OBJECTIVE AND RATIONALE: SUFFERING FROM LABOR COSTS THAT ARE AMONG THE WORLD'S HIGHEST, NORWAY'S ENGINEERING INDUSTRY REQUIRES THE MOST AUTOMATIC, EFFICIENT METALWORKING MACHINERY POSSIBLE. YET THE AMERICAN SHARE OF THIS \$72 MILLION MARKET (1975) IS LESS THAN 10 PERCENT. UPGRADING OF MACHINERY IN ESTABLISHED FACTORIES, DIVERSIFICATION IN THE SHIPBUILDING INDUSTRY, AND AN INCREASE IN THE DEGREE OF PROCESSING IN NORWAY'S ALUMINUM INDUSTRY WILL REQUIRE CONTINUING INVESTMENT IN METALWORKING EQUIPMENT AT A PACE DICTATED LARGELY BY THE INTERNATIONAL ECONOMIC CLIMATE. THIS CAMPAIGN WILL SEEK TO INCREASE NORWEGIAN ACCEPTANCE OF AMERICAN MACHINE TOOLS MAINLY BY EXPOSING END-USERS AND AGENTS TO U.S. EQUIPMENT AT A STOCKHOLM TRADE CENTER SHOW AND THE CHICAGO MACHINE TOOL SHOW.

CAMPAIGN ACTIONS:

A. IDENTIFY BEST PROSPECTS FOR STOCKHOLM AND CHICAGO SHOWS.

X,O, X, O.

B. ORGANIZE RECEPTION AND FILM SHOWING, USING USIS FILM ON THE INDUSTRY TO PROMOTE SHOWS AND ENCOURAGE TRADE OPPORTUNITIES. O, X, O, O.

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C. PROMOTE ATTENDANCE AT STOCKHOLM TRADE CENTER SHOW OF INDUSTRIAL ASSEMBLY EQUIPMENT. O, X, O, O.

D. WORK WITH MACHINE TOOL WHOLESALERS ASSOCIATION TO ORGANIZE FOREIGN BUYER GROUP TO NATIONAL MACHINE TOOL BUYERS SHOW AT CHICAGO. O, X, X, X.

6. CAMPAIGN NUMBER 3. PRIORITY 3.

CAMPAIGN TITLE: BUILDING SUPPLIES AND EQUIPMENT

CAMPAIGN MANAGER: CAMPBELL FOLLOWED BY NEW FSL.

OBJECTIVE AND RATIONALE: CONTACTS WITH THE TRADE HAVE DISCLOSED CONSIDERABLE INTEREST IN AMERICAN BUILDING MATERIALS AND METHODS

WHICH MIGHT BE USED IN MEETING NORWAY'S ANNUAL REQUIREMENTS OF SOME 40,000 DWELLING UNITS. ARTIFICIAL STONE SIDING, INSULATION, PREFABRICATED HOUSING, SANITARY ARE, AND AIR CONDITIONING ARE SUBJECTS OF PARTICULAR INTEREST. THIS CAMPAIGN WILL FOCUS ON AN EMBASSY-LED FOREIGN BUYER GROUP TO VISIT U.S. CONSTRUCTION SITES AND THE BUILDING AND CONSTRUCTION EXPOSITION IN CHICAGO.

CAMPAIGN ACTIONS:

- A. ORGANIZE AND LEAD FOREIGN BUYER GROUP OF AGENTS AND BUILDERS TO VISIT U.S. CONSTRUCTION SITES AND BUILDING AND CONSTRUCTION EXPOSITION. X, O, O, O.
- B. PROMOTE ATTENDANCE AT HEATING, VENTILATING, AND AIR CONDITIONING SHOW AT STOCKHOLM TRADE CENTER. X, O, O, O.
- C. FOLLOW-UP ON FOREIGN BUYER GROUP WITH CALLS ON PARTICIPANTS TO OFFER TRADE AND LICENSING OPPORTUNITY SERVICES. O, O, O, X.

7. CAMPAIGN NUMBER 4. PRIORITY 4.

CAMPAIGN TITLE: COMPUTERS AND PERIPHERAL EQUIPMENT

CAMPAIGN MANAGER: OLSEN

OBJECTIVE AND RATIONALE: THE NORWEGIAN MARKET FOR EDP EQUIPMENT REACHED \$36.3 MILLION IN 1975 AND COULD TOP \$66 MILLION BY 1980. GROWTH IS EXPECTED ESPECIALLY IN SALES OF SMALL COMPUTERS AND PERIPHERAL EQUIPMENT WHICH WILL MAKE ADVANCED COMPUTER TECHNIQUES PRACTICAL AND ATTRACTIVE TO NORWEGIAN OFFICES, FACTORIES, AND STORES. THE MARKET ALSO UNCLASSIFIED

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INCLUDES BUSINESSES WHICH WILL BE ORDERING EQUIPMENT TO REPLACE THEIR PRESENT EQUIPMENT OR TO EXTEND THEIR PRESENT CAPABILITIES TO AUTOMATE OFFICE AND FACTORY OPERATIONS. AMERICAN SUPPLIERS OF THIS EQUIPMENT INCLUDE COMPANIES WHICH ARE NEWER AND SMALLER THAN THE TRADITIONAL EDP SUPPLIERS. THIS CAMPAIGN, CENTERED ON COMPLEMENTARY TRADE CENTER SHOWS IN LONDON AND STOCKHOLM, WILL ASSURE NORWEGIAN ACCEPTANCE OF THESE LESSER-KNOWN AMERICAN MANUFACTURERS.

CAMPAIGN ACTIONS:

- A. PROMOTE ATTENDANCE AT SHOW OF COMPUTERS AND RELATED EQUIPMENT AT STOCKHOLM TRADE CENTER. X, O, O, O.
- B. ESTABLISH CONTACTS WITH SERVICE BUREAUS AND PREPARE PROSPECT INFORMATION REPORTS ON SUITABLE ONES. 4, 8, 12, 16.
- C. PROMOTE ATTENDANCE AT MINI- AND MICROCOMPUTER SHOW AT LONDON TRADE CENTER. O, X, O, O.
- D. FOLLOW-UP ON WESCON FOREIGN BUYER GROUP (SEPTEMBER 1977) TO ASSESS RESULTS, SUGGEST EMBASSY PROMOTIONS, AND OFFER TRADE OPPORTUNITY SERVICE. O, O, X, X.
- E. PROMOTE NORWEGIAN FOREIGN BUYER GROUP TO NATIONAL COMPUTER CONFERENCE. O, O, X, O.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 MMO-04 USIA-15 /040 W
-----181123 092832 /21

R 180827Z FEB 77
FM AMEMBASSY OSLO
TO SECSTATE WASHDC 3262
INFO AMEMBASSY STOCKHOLM
AMEMBASSY HELSINKI
AMEMBASSY COPENHAGEN
AMEMBASSY LONDON

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8. SECTION IV - OTHER SPECIAL POST EFFORTS

ACTIVITY NO. 1: MAJOR PROJECTS/ PRODUCTS. PRIORITY 5

PRIMARY RESPONSIBILITY: KOLB

DESCRIPTION/JUSTIFICATION: THE IMPORTANCE OF REPORTING EARLY
INFORMATION ON MAJOR PROJECT AND PRODUCT OPPORTUNITIES WILL
BE NO LESS IN FY 78 THAN BEFORE. THIS ACTIVITY SHOULD BE
CONTINUED AS DESCRIBED IN EMBASSY'S FY 77 CCP.

9. ACTIVITY NO. 2: SUPPORT OF STOCKHOLM AND LONDON TRADE CENTERS.

PRIORITY 6.

PRIMARY RESPONSIBILITY: OLSEN FOLLOWED BY NEW FSL.

DESCRIPTION/JUSTIFICATION: IN ADDITION TO THE TRADE CENTER
SHOWS WHICH THE EMBASSY WILL SUPPORT IN CONNECTION WITH ITS
CAMPAIGNS, BOTH THE LONDON AND THE STOCKHOLM TRADE CENTERS
HAVE SCHEDULED SEVERAL CAMPAIGNS FOR WHICH EMBASSY SUPPORT IS
WARRANTED: AT STOCKHOLM, TRANSPORTATION EQUIPMENT, SECURITY,
LABORATORY INSTRUMENTS; AT LONDON, HEALTH CARE SYSTEMS, PROCESS
CONTROLS, HIGH PERFORMANCE PRODUCTION MATERIALS; AT BOTH TRADE
CENTERS, PRINTED AND GRAPHIC ARTS, ELECTRONIC EOMONENTS.

ACTIONS TO BE TAKEN:

1. ASSIST TRADE CENTERS IN COMPILING MAILING LISTS.
2. SUGGEST KEY PROSPECTS TO TRADE CENTERS.
3. MAKE RANDOM CHECKS ON VISITORS TO BOTH TRADE CENTERS TO

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ASSESS INTEREST IN EACH.

10. ACTIVITY NO. 3: IN-STORE PROMOTION. PRIORITY 7.

PRIMARY RESPONSIBILITY: HOLTON

DESCRIPTION/JUSTIFICATION: THE USDOC-SUPPORTED IN-STORE PROMOTION PLANNED UNDER THE FY-77 CCP WILL BE HELD IN FY-78, IF USDOC FUNDS ARE AVAILABLE.

ACTIONS TO BE TAKEN:

A. COOPERATE WITH SUNDTS, KLOVERHUSET, AND CHRISTIANIA GLASMAGASIN IN ORGANIZING IN-STORE PROMOTIONS.

11. ACTIVITY NO. 4: U.S. HOUSEWARES VIDEO/CATALOG EXHIBITION.

PRIORITY: 8.

PRIMARY RESPONSIBILITY: HOLTON

DESCRIPTION/JUSTIFICATION: NORWEGIAN BUSINESS

INTEREST IN AMERICAN CONSUMER GOODS SUFFERS FROM A CONVICTION (SOMETIMES JUSTIFIED) THAT TRANSPORTATION AND HANDLING COSTS MAKE PURCHASES FROM AMERICA TOO EXPENSIVE. YET SOME CONVENTIONAL RETAIL PRODUCTS, E.G. BOOTS, JEANS, HAND TOOLS, ARE IMPORTED FROM AMERICA AND SUGGEST THAT OTHER LINES ARE POSSIBLE. IF EXPORTERS PARTICIPATING IN THIS EXHIBITION ARE PREPARED TO DEAL IN QUANTITIES AS SMALL AS THE NORWEGIAN BUSINESSMAN CAN HANDLE, THE EXHIBITION SHOULD RESULT IN DIRECT ORDERS, AND SHOULD HAVE THE ADDITIONAL BENEFITS OF STIMULATING INTEREST IN THE U.S. AS A SUPPLIER OF CONSUMER GOODS IN GENERAL, AND ENCOURAGING MORE NORWEGIAN HOUSEWARES DEALERS TO ATTEND THE N.H.M.A. EXHIBITIONS.

ACTIONS TO BE TAKEN:

A. ORGANIZE EXHIBITION IN OSLO AND BERGEN, USING TRADE ASSOCIATION ASSISTANCE AND FACILITIES.

B. FOLLOW-UP WITH LETTER SUGGESTING USE OF AMERICAN PURCHASING AGENTS.

C. MAIL N.H.M.A. EXHIBITION FLYERS TO TRADE.

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Message Attributes

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Status: NATIVE
Subject: DRAFT COUNTRY COMMERCIAL PROGRAM FY '78
TAGS: BEXP, AFSP, NO
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/cb997cc4-c288-dd11-92da-001cc4696bcc
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